

Highlights

- MFA's 16th Convention Announcement
- Pat Roche to be Honored as "Man of the Year"
- FMI Public Affairs Assembly March 17 - 18, 1997

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- EBT Update
- WIC News
- New Tobacco Sales Regulations Effective February 28

FOODLINES



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MA DEPT. OF FOOD & AG. RULES ON MILK PROMOTIONS

The Massachusetts Department of Food and Agriculture recently informed a company proposing various promotions for fluid milk that the Department would take no action to stop the promotions. One promotion involves a non-milk dealer reimbursing a store for a coupon for an amount off the sale of a specific brand of milk when a purchase was made of the other non-dairy product; the other involves a tear off coupon on a specific brand of milk for a product of a non-milk dealer - the store will be reimbursed by the non-milk dealer. The Department informed the company that it is interested in supporting the consumption of fluid milk and the welfare of dairy farmers.

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